

Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 01720 120647Z

12

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W
----- 035201

P R 120225Z AUG 75

FM AMCONSUL SYDNEY

TO SECSTATE WASHDC PRIORITY 6400

INFO AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS SYDNEY 1720

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IN-STORE PROMOTION

REF : CANBERRA 5338

FOR USDOC/OIM GOOTENBERG

1. IN TELCON WITH FREEMAN OF DAVID JONES, SUBSEQUENT TO REFTEL, FREEMAN IS PROCEEDING WITH QUOTE COSTING OUT UNQUOTE OF DAVID JONES IN-STORE PROMOTION FOR MAY, 1976 AND IS PLANNING FULL RESOURCES OF STORE BEHIND SUCH PROMOTION DEPENDING ON COMMERCE'S PROMISED US 25 THOUSAND DOLLARS TO OFFSET PART OF PROMOTION COSTS.

2. REFTEL EMPHASIZES FIRM COMMITMENT NEEDED. POST ALSO CONCERNED WITH LACK OF FORMAL AGREEMTN FOR SUCH PROMOTION SINCE DAVID JONES IS PROCEEDING WITH CONSIDERABLE EXPENDITURE OF FINANCIAL RESOURCES WHICH TO DATE HAS DEPENDED ON VERBAL ASSURANCES BUT LACK OF WRITTEN AGREEMENT.

3. I JOIN EMBASSY IN URGING AN IMMEDIATE UPDATED STATUS REPORT FOR DAVID JONES PROJECT AND PROPOSALS FOR ASSISTANCE TO BICENTENNIAL EVENTS PLANNED BY GRACE BROS. AS OUTLINED IN PARA. 5 OF REFTEL.

HANNAH

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NNN

Message Attributes

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Decaption Note:
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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
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